



**NWS PADUCAH KY:**

## **THE DEVLEOPMENT OF A CUSTOMER SERVICE WORKSHOP ACTION TEAM**



# Customer Service Workshops

**On November 6th, 8th, 13th and 15th 2007, the National Weather Service in Paducah, KY hosted their first ever Customer Service Workshops in four different states.**

**This workshop was an unprecedented event, which gave our customers the best opportunity to learn more about the different weather and water products and services from the National Weather Service.**

**The attendees of the workshops were asked to fill out a number of detailed feedback forms regarding our products and services.**

**With over 200 people attending all the workshops, we had plenty of feedback to analyze.**





# National Weather Service Feedback Form



Name: \_\_\_\_\_

Agency: \_\_\_\_\_

Position: \_\_\_\_\_

## Zone Forecast Product:

1. Are you familiar with this product? ☐ Yes ☐ No (If no, would you consider using it based on what you learned today? Yes/No)

2. I use this product for my operations ☐ Everyday ☐ Occasionally ☐ Seldom ☐ Never

3. Please explain how you use (or could use) this product for your operations? \_\_\_\_\_

4. How is the overall quality of this product (including timeliness, readability, understandability)? Any suggestions?

☐ Excellent ☐ Good ☐ Fair ☐ Poor \_\_\_\_\_

5. How useful do you find this product, on a scale from 1-10 (1-not useful, 10-extremely useful) \_\_\_\_\_

6. Tell us what you like or dislike about this product and comment on how you think the NWS can improve this product to better serve your needs: \_\_\_\_\_  
\_\_\_\_\_

## Area Forecast Matrices/Point Forecast Matrices:

1. Are you familiar with this product? ☐ Yes ☐ No (If no, would you consider using it based on what you learned today? Yes/No)

2. I use this product for my operations ☐ Everyday ☐ Occasionally ☐ Seldom ☐ Never

3. Please explain how you use (or could use) this product for your operations? \_\_\_\_\_

4. How is the overall quality of this product (including timeliness, readability, understandability)? Any suggestions?

☐ Excellent ☐ Good ☐ Fair ☐ Poor \_\_\_\_\_

5. How useful do you find this product, on a scale from 1-10 (1-not useful, 10-extremely useful) \_\_\_\_\_

6. Tell us what you like or dislike about this product and comment on how you think the NWS can improve this product to better serve your needs: \_\_\_\_\_  
\_\_\_\_\_

## Tabular State Forecast Product:

1. Are you familiar with this product? ☐ Yes ☐ No (If no, would you consider using it based on what you learned today? Yes/No)

2. I use this product for my operations ☐ Everyday ☐ Occasionally ☐ Seldom ☐ Never

3. Please explain how you use (or could use) this product for your operations? \_\_\_\_\_

4. How is the overall quality of this product (including timeliness, readability, understandability)? Any suggestions?

☐ Excellent ☐ Good ☐ Fair ☐ Poor \_\_\_\_\_

5. How useful do you find this product, on a scale from 1-10 (1-not useful, 10-extremely useful) \_\_\_\_\_

6. Tell us what you like or dislike about this product and comment on how you think the NWS can improve this product to better serve your needs: \_\_\_\_\_  
\_\_\_\_\_

Questions were asked about all of our products, as well as all of our services such as our internet website, NOAA Weather Radio.

We also asked the attendees which weather parameters were most important to them and what sources(s) they sought to receive the latest weather information.

# Customer Service Workshop Findings

- Many hours of time was devoted to compiling all of the data and findings into an easy to understand format.
- Each product and service was evaluated by how it was utilized, what people liked about the product and also ways in which they thought we could improve.
- A 100+ slide presentation was created that showcased all of the findings, comments and suggestions from all of the workshops.
- The entire powerpoint presentation can be found at:
  - <http://www.crh.noaa.gov/pah/?n=workshop>

# Customer Service Workshop

## Action Team:

- The initial analysis of the data is complete.
- A team was put together to handle the monumental task of going through all the data and following through on as much of the input as possible.
- The members were chosen systematically to encompass a wide range of perspectives throughout the office.
- The team:
  - Team leader (Forecaster)
  - A Lead Forecaster
  - A Forecaster
  - A Hydrometeorological Technician
  - Members of the Electronics Technician staff (3)
  - Our Information Technology Officer



# **OUR MISSION STATEMENT**

**Evaluate products and services to ensure accuracy, timeliness, and accessibility, based on input from our users and partners.**



# Our Strategy

- **The Customer Service Workshop Action Team has met several times to discuss the results of the workshops last fall.**
- **We constantly work toward satisfying the needs/desires of the user community and make improvements wherever can.**
- **However, at the same time, we have not lost sight of what we are actually able to do. We always remember to keep in mind aspects such as workload, policies and resources.**
- **Our goal is to continue to approach this project so that we encompass everything and the entire process is well thought out.**

# Our Plan of Action

- Due to the thorough discussions our team has had on the findings, it is taking longer than expected to complete our task.
- Therefore, we want to present you with what we have already completed.
- As we finish analyzing sections of the results, we will post that information on this website in PDF format.
- If you have any questions, comments or concerns about the results of our analysis, please contact either Christine Wielgos: [Christine.Wielgos@noaa.gov](mailto:Christine.Wielgos@noaa.gov) or Rick Shanklin: [Ricky.Shanklin@noaa.gov](mailto:Ricky.Shanklin@noaa.gov)